

ABSTRACT

JLParts is an automotive business that sells car spare parts and provides installation services, established in 2022. The business was founded due to the difficulty owners faced in finding modification spare parts for vehicles in the Tembalang area and its surroundings. Seeing this opportunity, JLParts was established and operated through online sales (via Facebook and Instagram). However, as of June 2024, the sales results of this business have not met the target. Considering that Facebook and Instagram are the marketing and sales channels for JLParts, it is important for JLParts to develop a social media marketing strategy.

To discover innovative marketing strategies, an analysis of JLParts' environment, business plan, and business feasibility needs to be conducted. From this analysis, a social media marketing strategy on Facebook and Instagram can be developed. Using observational data collection techniques, this writing was carried out.

The results of this writing show many opportunities provided by the surrounding environment for the smooth running of JLParts, the operationalization of JLParts' project is already running well, the need for marketing staff, the business has generated profits, the need for marketing innovations, the business is feasible to run, and the social media marketing innovations that can be implemented are content with attractive visuals, educational content, relevant hashtags, collaboration with influencers, interactive content, customer stories, product demos, special offers, detailed product content, testimonials, call to action, and connecting content with shopping platforms or social commerce on Facebook and Instagram.

Keywords: Environmental Analysis, Business Plan, Business Feasibility, Social Media Marketing Strategy Innovation.

FEB UNDIP